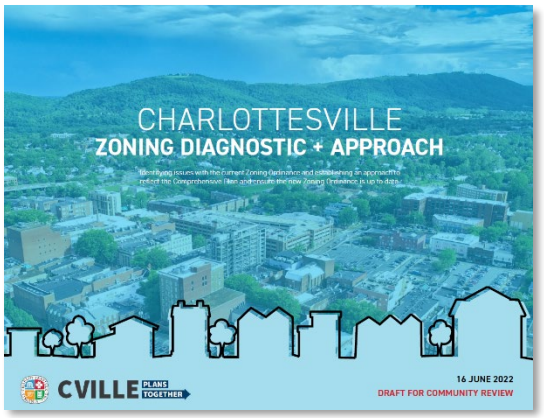
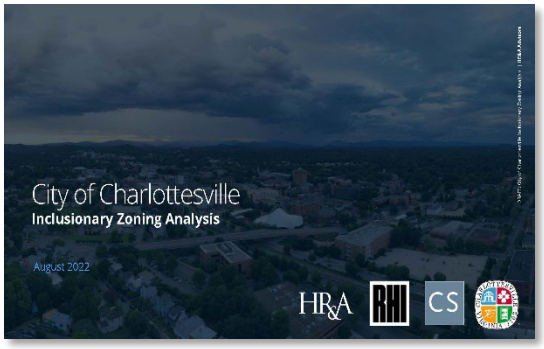
Community Engagement Summary

June 16 to September 6, 2022





September 2022 Draft

More information about Cville Plans Together can be found at: CvillePlansTogether.com

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Appendices Containing All Written Comments:

- Comments from the June 27 open house: View here
- Feedback form comments: View here
- Emailed comments: View here

Engagement Purpose and Activities

BACKGROUND

Cville Plans Together is a multi-year effort to update the city's Comprehensive Plan (including creation of a focused Affordable Housing Plan) and complete a re-write of the zoning ordinance. The Affordable Housing plan and Comprehensive Plan were completed in March and November, 2021 (respectively) and the City has kicked off the third piece – the zoning rewrite.

In this process, the goals are to ensure that:

1. The Zoning Ordinance supports the Comprehensive Plan (including the Future Land Use Map) and other adopted plans, such as Small Area Plans and the Affordable Housing Plan.
2. We mitigate the flaws and barriers to development previously identified by City planning staff and elected and appointed officials.
3. The new zoning will be easier to read and apply for everyone involved.

PURPOSE

The goal of the June-September 2022 community engagement efforts was to share updates about the zoning rewrite and gather questions and comments about the draft Zoning Diagnostic + Approach Report and the draft Inclusionary Zoning analysis.

HOW WE ARE USING THE INPUT RECEIVED

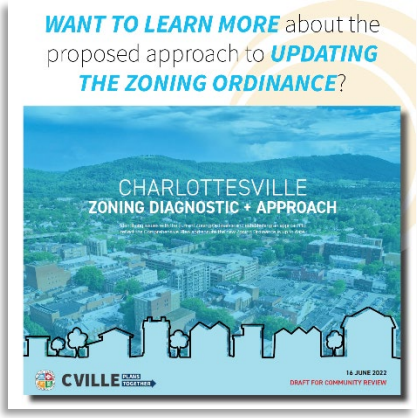
All input is being considered as the zoning rewrite progresses. A work session with the City Council and Planning Commission is scheduled for September 27, 2022. At this event, the project team will provide an overview of feedback received and will gather input from the members of these groups.

Summary of Activities

Outreach

To make community members aware of the process and the input opportunity, the city and consultant team utilized many outreach tools.

- A dedicated webpage (https://cvilleplanstogether.com/zoning-plan/draft-approach/) served as the hub for information about all available materials and upcoming events. Notice was also placed on the City's website.
- The consultant team and Peer Engagers distributed door hangers and shared flyers in electronic and print form, in English and Spanish.
- The team provided updates through social media accounts (Instagram, Facebook, Twitter), email blasts (via existing City lists and the Cville Plans Together list), and media releases.
- Social media advertisements and both paper and digital newspaper advertisements (Daily Progress) were used to further build community awareness.


WANT TO LEARN MORE about the proposed approach to UPDATING THE ZONING ORDINANCE?
CHARLOTTESVILLE
ZONING DIAGNOSTIC + APPROACH
CVILLE
16 JUNE 2022
DRAFT FOR COMMUNITY REVIEW

- Six pop-up events sought to build awareness of this effort.
- Door-to-door outreach included both door hangers and door knocking in targeted neighborhoods that are within the Comprheenisve Plan "Sensitive Community Areas," particuarlly those that have had limited representation in the Cville Plans Together process to-date.

Gathering Input

The original comment period was scheduled for June 16 to August 31; this was extended one week to September 6. There was no single way that the project team was gathering feedback, and no one method of community input was prioritized or emphasized, to allow for flexibility in participation.

Open House

The consultant team conducted a community open house to kick off the comment period. At this in-person event, there were several stations that provided background on the Cville Plans Together process and an overview of the Zoning Diagnostic + Approach Report. Approximately 200 people attended the event, which was held on June 27 at Ting Pavilion. Written input about each of the sections of the draft Zoning Diagnostic + Approach Report was gathered via paper feedback forms as well as through sticky note comments at each station.

Letters and Emails

We received about 280 emails from approximately 170 individuals and several groups. This includes emails sent directly to the Cville Plans Together team as well as emails and letters sent to City staff, City Councilors, Planning Commissioners, and Steering Committee members, where that correspondence was shared with the Cville Plans Together team.

Feedback Form

A feedback form was available for those who prefer to respond to specific questions rather than submit general comments via email or in other ways.

The form included a space to share comments and questions about each of the sections of the draft Zoning Diagnostic + Approach Report. (After the draft Inclusionary Zoning Analysis was released, additional spaces were added for questions and comments about that document.)

The feedback form was the only feedback method that was able to gather demographic data for those who submitted comments. 71 feedback forms were submitted.

- 98% were Charlottesville residents
- 81% were homeowners
- Submissions came from a variety of neighborhoods, with the most forms submitted by residents of Greenbrier (12%) and Johnson Village (9%), as well as 7% each from 10th & Page, Frys's Spring, Belmont-Carlton, and Venable, and 5% from Barracks/Rugby
- 69% have lived in Charlottesville for 10+ years
- The two largest age groups were 65-74 (22%) and 35-44 (19%), though there was a range of responses mostly between the ages of 25 and 74
- 64% identified as White or Caucasian, 7% each as Black or African American and "Other/not listed"
- 45% identified as a man, 38% as a woman, 3% as non-binary or "Other/not listed"
- 20% of responses reported household incomes of $50,000-$74,999 and 20% reported incomes of over $150,000
- 47% of responses come from two-person households, and 22% from households with 4 or more people

Pop-up Events

There were five in-person pop-up events at which the project team sought to increase awareness about the Zoning Rewrite through interacting with community members attending community events. These pop-up events were all held as part of other scheduled community activities, allowing the team to intercept and speak with a wide variety of community members.

- Saturday, July 16: Healthy Streets, Healthy People Festival (Washington Park)
- Sunday, July 17: Habitat for Humanity event (Pen Park)
- Saturday, August 8: Westhaven Community Day (Hardy Drive)
- Sunday, August 9: Tonsler League Basketball Games (Tonsler Park)

- Tuesday, August 16: Back to School event (Southwood)

A 6th pop-up was held during the Cville Sabroso festival on September 17. While this was outside of the comment period, this event continued to help build awareness of the zoning rewrite.

Door-to-Door Outreach

To build awareness in the areas noted as "Sensitive Community Areas" in the Comprehensive Plan, representatives from the Cville Plans Together project team and Peer Engagers conducted door-to-door outreach over the course of several weekends. This included distributing door hangers with information about the process, in addition to limited door knocking with a brief survey. The team reached approximately 700 homes.

Meetings

In addition to the open house, there were several meetings at which the Department of Neighborhood Development Services provided an overview of the draft documents and gathered feedback. This includes a meeting with the Planning Commission, a meeting with the Steering Committee, and several other groups, including:

- Homeowners Council of Habitat for Humanity of Greater Charlottesville
- A number of Neighborhood Associations including North Downtown, Fifeville, and Kellytown/Greenleaf
- Charlottesville Albemarle Affordable Housing Coalition (CHAAHC)
- Livable Cville

Summary of Input Received

The team received a range of comments. This section contains a summary of common themes from input received via all methods noted in the previous section. You can review all comments received at the links below.

Appendices Containing All Written Comments:

- Comments from the June 27 open house: View here
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AFFORDABILITY AND DISPLACEMENT

- Desire to better understand how community members will be protected from displacement.
- Question of how we are defining affordability.
- Desire to see use of additional incentives to support inclusionary zoning – such as allowing an affordable housing overlay where medium intensity density is allowed in general residential areas where all units above the base density are affordable (potentially including units below 50% AMI), tax abatements, infrastructure cost-sharing, and process-based tools such as expedited reviews.
- Desire to see support for pairing vouchers with development.
- Desire to see improved opportunities and reduced displacement of people from historically marginalized groups by ensuring that all parts of the new zoning code work to improve racial equity.
- Desire to understand where affordable housing exists in the city today.
- Question of how we can ensure existing residents can benefit from programs.
- Desire to see more support for affordable ownership opportunities in additional to affordable rentals.
- Desire for more clarity in how incentive bonuses will work.
- Desire to see housing that is affordable for a longer duration.
- Desire to see flexibility in long-term affordability provisions to avoid limitations on affordable home ownership and wealth building.
- Desire to see more affordable units coming out of redevelopment projects.

DESIGN & FORM

- Question of what “house sized” means in relation to scenario models shown.
- Desire to understand more about proposed changes to lot size limits and allowable housing types.
- Proposal to eliminate minimum lot size altogether.
- Desire to maintain current “neighborhood feel” in terms of scale of housing.

- Desire to see less focus on fitting into current neighborhood context and more focus on addressing affordability.
- Site-specific questions and concerns related to level of development proposed in the Comprehensive Plan.
- Desire to see clarification about transitions between different types of uses.
- Questions of how lot size is related to the Future Land Use Map categories.
- Questions about how topography is considered in zoning.
- Desire to see more details about how it would work to "encourage appropriate trade-offs between surface parking and stormwater, impervious cover, trees, and existing structure preservation."
- Desire to see more discussion of trade-offs that are external to each site – e.g., how does development with no parking requirements on one site affect neighboring sites?
- Desire to see more mix of uses allowed in neighborhoods.
- Questions of how existing commercial areas are being considered.
- Desire to see development precedent examples from Charlottesville.

ENVIRONMENT AND CLIMATE

- Desire to see more focus on ties between housing density and climate/environmental goals, including use of solar, addressing stormwater, enhancing tree canopy, etc.
- Concerns about loss of trees.
- Concerns about stormwater and flooding.

TRANSPORTATION

- Desire to see mitigation plans related to traffic and parking concerns in neighborhoods.
- Desire to see improved transit and walkability, including transit-oriented development and improved sidewalks, and other ways to reduce car dependance.
- Support for reducing or eliminating parking minimums.
- Concerns about where people will park if density increases.
- Desire to have fewer students parking in neighborhoods.
- Question of why there has not been a traffic study completed for the zoning rewrite.

HISTORIC DISTRICTS AND PRESERVATION

- Desire to see Historic Districts and Conservation Districts maintained.
- Desire to see support for preserving existing buildings.

IMPLEMENTATION/OUTCOMES

- Concerns about increased level of by-right development and question of how public input is considered in a by-right process.
- Concerns about home values decreasing due to more housing in neighborhoods.

- Concerns about property taxes increasing due to more housing in neighborhoods.
- Desire to make sure the development community is not the only group that benefits.
- Questions about how HOAs and other restrictions align with updated zoning.
- Questions of how the City will support implementation and enforcement through additional staffing, etc.

ENGAGEMENT

- Desire to see more outreach to the community about the process.
- Questions of why the outreach process is needed.
- Desire to see more simplified information about the proposed approach.

OTHER

- Desire to understand more about the need for changes.
- Desire to see UVA build more student housing.
- Desire to understand how this effort is coordinated with the County.